

Message Text

PAGE 01 STATE 147333

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ORIGIN COME-00

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DRAFTED BY COM/SAD/CJOHNSON/GS
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FM SECSTATE WASHDC
TO AMEMBASSY THE HAGUE PRIORITY

UNCLAS STATE 147333

E.O. 11652: NA
TAGS: BEXP, NL
SUBJECT: IN-STORE PROMOTIONS - BLOKKER

REF: THE HAGUE 2866

1. JOHNSON/JELLEY TELCON 6/11/75. BLOKKER'S MISASSUMPTIONS OF COMMERCE'S IN-STORE PROMOTION GUIDELINES NOT ACCEPTABLE. GUIDELINES EXPLAINED TO BLOKKER IN DETAIL AND DETAIL AMSTERDAM SEPTEMBER 1974 AND AT HOUSEWARES EXPOSITION CHICAGO JANUARY 1975. HIS PERCEPTIVE QUERIES RE GUIDELINES LEFT NO AMBIGUITY THAT BLOKKER ACQUIRED EFFECTIVE COMPREHENSION OF REQUIREMENTS, E.G. NECESSITY OF SPECIFIC AMERICAN PROMOTION AND CONTRACT OBLIGATIONS RE REPORTING.

2. COMMERCE WILL NOT REIMBURSE BLOKKER 10 PERCENT ON 130,000 DOLLARS MERCHANDISE IT PURCHASED AND PROMOTED WITH 3,000,000 DIRECT MAIL CIRCULARS AS BLOKKER POSSESSED NO AUTHORIZATION TO CARRY OUT PROMOTION. STATEMENT THAT CHARLES JOHNSON ASSERTED THAT 10 PERCENT WOULD BE RE-UNCLASSIFIED

PAGE 02 STATE 147333

IMBURSED OUT OF FY'76 FUNDS IS AN ERROR; NO SUCH STATEMENT WAS EVER MADE. IT APPEARS THAT BLOKKER THOUGHT THAT COMMERCE FUNDING WAS A 10 PERCENT DISCOUNT ON PURCHASES

INSTEAD OF A REIMBURSEMENT FOR PROMOTING U.S. CONSUMER

GOODS AT A SPECIFIC SALES EVENT.

3. HOWEVER, COMMERCE FAVORS WORKING WITH BLOKKER AS A FY'76 DIRECT MAIL PROMOTION, BUDGET PENDING, AND WILL CONTACT THAT ORGANIZATION IN CHICAGO JULY IF BLOKKER ATTENDS NATIONAL HOUSEWARES EXHIBITION.

4. INTERIM, AS AGREED TELCON 6/11/75, JOHNSON/JELLEY PRUDENT TO ALLOW MATTER REMAIN LIMBO UNTIL COMMERCE FY'76 BUDGET LEVEL BEEN DETERMINED BEFORE RETURNING TO BLOKKER WITH SUBSTANTIVE OFFER FOR FY'76 DIRECT MAIL PROMOTION. ANOTHER COURSE MIGHT EXACERABATE BLOKKERS ANXIETY. INGERSOLL

UNCLASSIFIED

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